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## WHAT IS CLAIMED IS:

- 1. A method of producing a virus, comprising:
- a) inoculating and culturing host cells in an appropriate medium at a temperature below a physiological optimum for host cell growth;
  - b) infecting the host cells with a virus, resulting in virus-infected host cells;
  - c) culturing the virus-infected host cells at or near a physiologically optimum temperature for producing virus;
    - d) harvesting virus and/or cells containing virus from the culture; and,
- e) purifying virus away from host cell and culture contaminants, resulting in a purified virus product.
  - 2. A method of producing a virus, comprising:
  - a) inoculating and culturing host cells in an appropriate medium at a temperature at or near a physiological optimum for host cell growth;
  - b) shifting the temperature of the host cell culture of step a) to a temperature below a physiological optimum for host cell growth;
  - c) infecting the host cells of step b) with a virus, resulting in virus-infected host cells;
  - d) culturing the virus-infected host cells at or near a physiologically optimum temperature for producing virus;
    - e) harvesting virus and/or cells containing virus from the culture; and,
  - f) purifying virus away from host cell and culture contaminants, resulting in a purified virus product.
  - 3. A method of according to claim 2 wherein the culture temperature is lowered to a sub-optimal level for at least about 24 hours prior to infecting the host cells with the virus.
- 4. A method according to claim 2 wherein the culture temperature is lowered to a sub-optimal level for up to the entire cell passages prior to infecting the host cells with the virus.

WO 03/085138 PCT/US03/09269

- 5. A method of producing adenovirus, comprising:
- a) culturing host cells at a temperature below a physiological optimum for promoting host cell growth;
- b) infecting the host cells with an adenovirus, resulting in adenovirus-infected host cells;
  - c) culturing the adenovirus-infected host cells at or near a physiologically optimum temperature for producing adenovirus;
    - d) harvesting virus and/or cells containing virus from the culture; and,
- e) purifying virus away from host cell and culture contaminants, resulting in a purified virus product.
  - 6. A method of producing adenovirus, comprising:
  - a) inoculating and culturing host cells in an appropriate medium at a temperature at or near a physiological optimum for host cell growth;
- b) shifting the temperature of the host cell culture of step a) to a temperature below a physiological optimum for host cell growth;
  - c) infecting the host cells of step b) with a adenovirus, resulting in adenovirus-infected host cells;
  - d) culturing the adenovirus-infected host cells at or near a physiologically optimum temperature for producing adenovirus;
    - d) harvesting virus and/or cells containing virus from the culture; and,
  - e) purifying virus away from host cell and culture contaminants, resulting in a purified virus product.
- 7. A method according to claim 6 wherein the culture temperature in step b) is lowered to a temperature below a physiological optimum for up to the entire cell passages prior to infecting the host cells with the adenovirus.
- 8. A method according to claim 6 wherein the culture temperature in step b) is lowered to a temperature below a physiological optimum for at least 24 hours prior to infecting the host cells with the adenovirus.
  - 9. A method according to claim 6 wherein the temperature for cell growth in step b) is from between 31°C and 34°C.

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WO 03/085138 PCT/US03/09269

10. A method according to claim 7 wherein the temperature for cell growth in step b) is from between 31°C and 34°C.

- 11. A method according to claim 8 wherein the temperature for cell growth in step b) is from between 31°C and 34°C.
  - 12. A method according to claim 7 wherein the temperature for cell growth in step a) is from between 35°C and 38°C and the temperature for cell growth in step b) is from between 31°C and 34°C.
- 13. A method according to claim 8 wherein the temperature for cell growth in step a) is from between 35°C and 38°C and the temperature for cell growth in step b) is from between 31°C and 34°C.
- 14. A method according to claim 7 wherein the temperature for cell growth in step a) is from between 35°C and 38°C and the temperature for cell growth in step b) is from between 31°C and 34°C and the temperature for growth of infected host cells of step c) is from about 36°C and 38°C.
- 20 15. A method according to claim 8 wherein the temperature for cell growth in step a) is from between 35°C and 38°C and the temperature for cell growth in step b) is from between 31°C and 34°C and the temperature for growth of infected host cells of step c) is from about 35°C and 38°C.

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